

Executive Education +

SUMMIT 2012

2-4 April 2012
Cambridge, MA, USA



Intense, Interactive Instruction. Effective Learning.

Register today and save!

Single Seat: \$1795 using coupon code BOOKNOW (save \$200!)

Team Builder: Buy 1 seat for \$1995 and bring a colleague at a deep discount.

Executive education on leadership, teaming, and cutting-edge IT. A year's worth of professional development and personal enrichment in 3 invigorating days.

Cutter Fellows who are members of the Harvard Business School faculty will both guide the discussion of HBS-style cases/exercises you'll work through as a group and keynote on topics that enhance your case learnings.

In addition, you'll benefit from hands-on seminars and breakfast and lunch sessions led by Cutter's Practice Directors and Senior

Consultants on topics such as Agile Management, Business and Enterprise Architecture, CIO/CTO issues, Agile Analytics, and Social BI, to name a few.

You'll enjoy (and join in on!) raucous panel debates; networking at lunches, breaks, and entertaining evening events; and get one-on-one guidance and input from expert presenters and participants.

Monday, 2 April 2012



Harder than I Thought: Adventures of a 21st-Century CEO

Keynote by Richard L. Nolan

Cutter Fellow; Chair in Business Administration, University of Washington's School of Business

Panelists: Lynne Ellyn, Carlton Greene, Robert Scott, Carlos Viniegra



Case Study on Executive Leadership Strategies

Led by Michael Roberto

Trustee Professor of Management, Bryant University



Evening Cocktail Party

Unwind and socialize with the speakers and your fellow attendees while enjoying some of Boston's tastiest regional specialties.



Can You Achieve Operational Excellence?

Interactive Work Session with Bill Keyworth

Cutter Senior Consultant

Tuesday, 3 April 2012



Teaming in Action

Group Exercises with Alan MacCormack

*Cutter Senior Consultant; Adjunct Professor,
Harvard Business School*



Teaming: How Organizations Learn and Compete in the Knowledge Economy

Keynote by Amy C. Edmondson

Professor, Harvard Business School

Panelists: Eric D. Dawson, Tim Lister, David Spann



Business Architecture: Simplifying Complexity

Interactive Work Session with William Ulrich

Cutter Senior Consultant



When Technical Debt Meets "Life"

Roundtable with Israel Gat

Director, Cutter Agile Product & Project Management Practice



21st-Century IT Personnel: Tooling Up or Tooling Down?

Roundtable with Robert Scott

Cutter Fellow



It's Not What You Know, It's Who You Know: Converging KM, Collaboration and Social Media

Roundtable with Claude Baudoin

Cutter Senior Consultant

Wednesday, 4 April 2012

Choose a Track ▶

BUSINESS TECHNOLOGY STRATEGIES TRACK



CIO Roundtable

Forum with Ron Blitstein

Director, Cutter Business Technology Strategies Practice

DATA INSIGHT & SOCIAL BI TRACK



Agile Business Intelligence

Workshop with Ralph Hughes

Cutter Senior Consultant

BUSINESS & ENTERPRISE ARCHITECTURE TRACK



Insider Secrets: Architecture Programs that Work

Workshop with Mike Rosen* & William Ulrich§

**Director, Cutter Business & Enterprise Architecture Practice*

§Cutter Senior Consultant



Where Do We Go from Here?

End-of-Summit Wrap-up by Tom DeMarco

Fellow, Cutter Consortium

AGILE TRACK



What Leaders Need to Know About Devops

Workshop with Patrick Debois

"The godfather of devops"; Cutter Senior Consultant



Agile 2.0: Change Is Changing!

Workshop with Israel Gat

Architect of Agile transformation at BMC; Director, Cutter Agile Product & Project Management Practice



Want to Be Radical? Here's How.

Workshop with Hubert Smits

Developer of Agile Software Development Lifecycle; Cutter Senior Consultant



Reclaiming Business Glory Through the Lean Worldview

Workshop with Jim Sutton

Lean software guru; Cutter Senior Consultant

●●● See the full program at
www.cutter.com/summit.html

8 Great Reasons to Attend the Cutter Summit

1. Case studies and exercises on winning leadership & teaming strategies

Winning organizations have leaders who “get” what it takes to enable teaming. Led by top business school faculty who are also part of the Cutter community — Dick Nolan, Amy Edmundson, Alan MacCormack, and Michael Roberto — you’ll delve deeply into the crucial topics of leadership and teaming in keynotes, debates, exercises, and HBS-style case studies. Learn how you can enable interactions in your organization that are powerful, effective, and efficient.

2. 10 interactive sessions untangle your trickiest business technology problems

From IT operational excellence to devops, Agile 2.0 to business architecture, a CIO roundtable to Agile analytics, 21st-century staffing to technical debt, enterprise architecture to “Big Agile,” and Lean to architecture programs that work, you’ll go home with solutions to the issues that keep you up at night.

3. Learn from a “who’s who” of business technology

You’ve read their award-winning books, seen them profiled in technology magazines, used the methodologies that worked for the companies they’ve built — maybe you’ve even wished to work for the IT organizations they’ve run!

4. Built for interaction, not for speed

Year after year, *Summit* attendees rate the formal sessions as highly useful, but say they value the “times between” just as highly. We plan our meal, breaks, and social event to maximize your time to interact with your peers and our experts.

5. No sponsors, no vendors, no sales presentations in disguise

The *Summit* mirrors Cutter’s focus on the toughest issues at the intersection of business and technology: the people and processes. We don’t promote products or technologies and we don’t sell sponsorships, so every bit of program time is devoted to your learning and interaction.

6. Meet one-on-one with the thought leaders

Struggling with business architecture? Walk through it with William Ulrich. Consider assessing your acquisition target’s technical debt with Israel Gat. Pick Tim Lister’s brain on project risk, or get Hubert Smits’s advice on rolling out Agile in a large-scale project. Tell us your goals for attending, and we’ll set up one-on-one time with our experts to help you achieve them.

7. Cutter content to complement your Summit experience

We’ll mine our deep library of expert content to extend your *Summit* experience when you get home. You’ll have access to reports, updates, and journal issues around the key topics you explore in April.

8. Last but not least, Tom DeMarco

We’ve had folks tell us they’d listen to Tom Demarco read the phonebook, but there’s no need for that. He moderates the *Summit* and will guide you through the keynotes and accompanying panel debates with his insights and humor, then wrap up all the *Summit* lessons learned on Wednesday.

PRAISE FOR THE SUMMIT

“I highly recommend the Cutter Summit to others — but I’m afraid it will get too popular!”

— David Smalley, IT Group Manager, Progressive

“Very thought-provoking. I’m sure that I will be able to quickly put some of these concepts into practice.”

— Gary Walker, Manager, Software Development, MDS Sciex

“The level of the event is phenomenal, not only from the keynoters but also of the participants.”

— José Núñez, CIO, Alttá Holmes